

Message Text

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PAGE 01 BEIRUT 07566 270942 Z

12

ACTION NEA-12

INFO OCT-01 AF-10 ADP-00 CIAE-00 DODE-00 PM-07 H-02 INR-10

L-03 NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-15 USIA-12

EB-11 COME-00 TRSE-00 OMB-01 OPIC-12 RSR-01 /112 W
----- 062233

R 270826 Z JUN 73

FM AMEMBASSY BEIRUT

TO SECSTATE WASHDC 2902

INFO AMEMBASSY ATHENS

AMEMBASSY AMMAN

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY TRIPOLI

AMEMBASSY MANAMA

USINT ALGIERS

USINT CAIRO

AMEMBASSY ABU DHABI

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E. O. 11652: N/ A

TAGS: ETRD, XF

SUBJ: ARAB BOYCOTT- AMERICAN EXPRESS MAKES AMENDS

1. A LOCAL ARAB LANGUAGE NEWSPAPER RECENTLY RAN A GARBLED ARTICLE ALLEGING THAT AMERICAN EXPRESS HAD BEEN CIRCULATING ADVERTISING FOR ISRAEL DEPICTING A NAKED WOMAN ON A BEACH. INACCURATE AS THE ARTICLE WAS, WHAT ACTUALLY DID HAPPEN IS RATHER BREATHTAKINGLY INCREDIBLE, FOR, WHETHER BY HUMAN ERROR OR COMPUTER ERROR EVERY AMEX CREDIT CARD HOLDER IN ARAB WORLD RECEIVED WITH HIS MONTHLY STATEMENT A FLYER PRINTED IN ISRAEL URGING HIM TO VISIT THE HOLY LAND.

2. AFTER APPEARANCE OF THE ARTICLE, THE AMEX REPRESENTATIVE IN BEIRUT WAS QUESTIONED BY THE MILITARY POLICE (AS IS KNOWN, INFRACTIONS OF THE ARAB BOYCOTT

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ARE SUBJECT TO MARSHAL LAW) AND HE ENGAGED COUNSEL EXPERT IN BOYCOTT MATTERS FOR ASSISTANCE. HOWEVER, IT IS HOPED THAT THE ISSUE WILL GO NO FURTHER. ONE REASON FOR THIS HOPE IS AN IMPORTANT AGREEMENT THAT HAS JUST BEEN ANNOUNCED BETWEEN AMEX AND THE LEBANESE NATIONAL COUNCIL OF TOURISM UNDER WHICH AMEX WILL ASSUME CHARGE OF A STEPPED- UP GROUP TOUR EFFORT OVER THE NEXT FEW YEARS. WE HAVE BEEN INFORMED THAT THE AGREEMENT IS VERY FAVORABLE TO LEBANON AND THAT THE FAVORABLE TERMS ARE A RESULT OF A PROMPT EFFORT BY AMEX TO MAKE AMENDS FOR ITS BLUNDER.

HOUGHTON

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NNNNMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

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Draft Date: 27 JUN 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: n/a
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US Department of State
EO Systematic Review
30 JUN 2005

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Subject: ARAB BOYCOTT- AMERICAN EXPRESS MAKES AMENDS
TAGS: ETRD, XF
To: ALGIERS
AMMAN
ATHENS
JIDDA
KUWAIT
MANAMA
NEA

SECSTATE WASHDC

TRIPOLI

Type: TE

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